



## College Area Communique

**January 2013**

[www.CollegeArea.org](http://www.CollegeArea.org)

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### San Diego Pedestrian Master Plan: Recommendations for the College Area

The City of San Diego is developing a Pedestrian Master Plan (PMP) to guide the planning and implementation of pedestrian improvement projects. The PMP will help the City enhance neighborhood quality and mobility options by facilitating pedestrian improvement projects. The PMP will identify and prioritize improvement projects based on technical analysis and community input as well as improve the City's ability to receive grant funding for project implementation.

On December 5, an open house was held at the College Rolando Library to present the consultant's preliminary recommendations for several communities, including the College Area, and to get community input. Six improvement areas in the College Area with corresponding potential improvements, were identified through community meetings, walk audits, and an online survey:

- **West El Cajon Blvd. Corridor** - Conduct a comprehensive mobility study. Crosswalk improvements, restriping and curb extensions at El Cajon / 56th Street and El Cajon Blvd. / 58th Street.

- **East El Cajon Blvd. Corridor** - Conduct a comprehensive mobility study. Countdown pedestrian timers, pedestrian lead timing changes and curb extensions at El Cajon / 67th Street and El Cajon/ 73rd Street
- **69th Street / El Cajon Blvd.** - Install flashing crosswalk, construct curb extensions, and extend sidewalks and construct median extensions along 69th Street.
- **Hardy Elementary School** - Install ADA compliant curb ramps on the north side of Montezuma Road / 54th Street and the inbound school driveway. Repaint crosswalks in the area with highly reflective paint and install yellow highly reflective signs.
- **Montezuma Place** - Decrease vehicle-pedestrian conflicts through buffers, reduced crossing distances and restricted turning movements.
- **Montezuma Road at College Ave. and at Rockford Drive** - Restrict turning movements and install enhanced crossing. Install countdown pedestrian timers and ADA accessibility features at College Avenue. Evaluate measures to reconfigure pedestrian crossing at Rockford Drive.

Community members who did not attend the open house can still provide additional input, no later than January 9, to Dawn Wilson, RBF Consulting, 760-603-6246, [dwilson@rbf.com](mailto:dwilson@rbf.com). You can also contact the City Project Manager, Maureen Gardiner at 619-236-7065, [mgardiner@sanidiego.gov](mailto:mgardiner@sanidiego.gov). There is also an online survey and additional information on the [PMP website](#). [Click here](#) for a fact sheet with additional details.

## East Montezuma Water and Sewer Project Update

At the January 9 meeting, there will be a brief presentation on the status of the Sewer and Water Group 3016 Project. The project is in the final design phase and moving toward construction starting around May 2013, with anticipated completion by April 2014. The project is part of the City of San Diego's continuing program to replace vitrified clay sewer mains and cast iron water pipes that have reached their useful design life with new durable pipes.

The project area is along Montezuma Road east of College Avenue along with the following feeder streets: 63rd Street, Brockbank Place, Tipton Street, Rincon Street, Ewing Street, Art Street, Gary Street, Gary Court, Curry Drive, Catoctin Drive, La Dorna Street, Shane Place, Richard Street, Julie Street, and Cleo Street.

Normal construction hours will be Monday to Friday from 8:30 a.m. to 3:30 p.m. Traffic control plans will be implemented to protect the safety of residents, pedestrians and vehicles. The contractor will be directed to keep the area as clean as possible from dirt, dust

and debris.

If you have questions or concerns regarding this project, please contact the Project Manager, Mahmoud Oriquat at 619-533-5232 or [morigat@sanidiego.gov](mailto:morigat@sanidiego.gov) or the Construction Project Information Line at 619-533-4207. [Click here](#) for a map and fact sheet for the project.

## ***News from the College Area Business Improvement District***

### **Help Pick the Best and Brightest College Area Businesses**

Each year, the College Area Business District honors member businesses who have made a positive impact in our community. Community members and stakeholders of the College Area are asked to participate in the selection by completing the [online survey](#).

#### **Categories**

Best New Business (non-restaurant)

Best New Restaurant

Business of the Year

Best Storefront Improvement (before and after pictures are featured on the BID website: [www.collegeareabid.com](http://www.collegeareabid.com) )

Best Community School

Please take a few moments to answer this six-question survey. Responses will be accepted through Friday, January 18, 2013. Award winners will be announced at the College Area Annual Business Mixer to be held at Bridges Bar & Grill on Thursday, January 24, 2013.

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### **The College Area Now Has An Online Business Directory**

The College Area Business District has created a new online **Business Directory** which provides all 400+ College Area businesses with a free listing including location, hours of operation, and contact info. BID members also have the opportunity to promote their business using the new Business Directory and Local Thunder's web marketing tools to add photos, menus, videos and descriptions; sign-up followers and send emails and text messages; offer coupons and specials; and sell discounted gift certificates. The new Business Directory has search-engine optimized content, a mobile-friendly design, Google maps, and full integration with Facebook and Twitter.

## ***Nominations Sought for the College Area Community Planning Board***

Seven seats on the College Area Community Planning Board (CACPB) are up for election at the March 13 meeting. Those elected serve concurrently as Executive Board members of the College Area Community Council (CACC). Six of the seats are for full three-year terms; one is for a vacant term expiring in March 2014.

Any registered community member who has attended a minimum of two joint CACPB/CACC meetings between February 2012 and February 2013 is eligible to run. All CACC members and anyone who completes a CACC Membership/CACPB Registration Form by February 13, 2013 is considered a registered community member and eligible to vote at the March 13 election.

Board members are required to attend monthly joint meetings of the CACPB/CACC held on the second Wednesday between 7:00 p.m. and 9:00 p.m. at the College-Rolando Library. Additionally each board member is expected to serve on at least one committee. Most committees meet monthly, although some committees meet quarterly or as needed. There are a total of 20 board members, 18 elected (with staggered 3-year terms), one appointed by San Diego State University and one appointed by SDSU Associated Students.

If you are interested, please [click here](#) download a form to complete and return by February 13 so you can be included on the ballot. Nominations will also be accepted from the floor on the night of the elections, provided the nominee meets the eligibility criteria.

## ***Have You Paid Your 2013 CACC Dues?***

Dues notices were mailed in December. If you have not paid your 2013 dues yet, please do so as soon as possible to save us the expense of sending you a reminder. You can use the pre-printed form mailed to you, download a blank [Membership Form](#) or pay online with PayPal (see links below). Dues are our only source of income, so your generosity is appreciated. Your membership qualifies you for the Affiliate rate at the Aztec Recreation Center. Sponsoring members, College Area Angels, and business sponsors will be recognized in a future newsletter.

**[Subscribing Member \(\\$10/household\) PayPal Link](#)**

**[Contributing Member \(\\$15/household\) PayPal Link](#)**

**[Sponsoring Member \(\\$25/household\) PayPal Link](#)**

**[College Area Angel \(\\$50/household\) PayPal Link](#)**

**[Business Sponsor \(\\$50/business/organization\) PayPal Link](#)**

**Thank you for your support of the College Area Community!**